

**Appl. No. : 09/820,207**  
**Filed : March 28, 2001**

### **REMARKS**

In the Notice of Non-compliant Amendment, the Examiner asserted that the Amendment filed on July 14, 2006 is not fully responsive because it fails to point out the patentable novelty recited in the claims. In connection with this issue, the Notice states that the Amendment references a telephone interview with Examiner McAllister (the former examiner), but that no interview summary is of record.

As a preliminary matter, a substance of the above-mentioned interview was in fact submitted with the Amendment (on a separate page), and is present in the image file wrapper. As mentioned in the substance of interview, Examiner McAllister indicated during the interview that RUSure (as described in several references cited by the Examiner in Paper No. 9, namely the Hopper, Manley, Gillmor, O'Brian, Gingerich and Peet articles and the example web pages printed from web.archive.org) would be removed from consideration if Applicants added certain language to independent Claim 45. Applicants added such language via their Amendment.

In response to the Notice, Applicants offer the following additional explanation of why the claims are patentably distinct from the art of record.

With respect to Claim 45, the art of record does not teach or suggest, in the context of the other claim limitations, a client program and data server that "collectively implement a service in which:

(a) when a first user accesses a first web page that describes a first product, the first user is provided an option to complete and submit a form that requests at least one specific type of product-related information associated with the first product,

(b) after the first user completes and submits the form, as presented in association with the first web page, to submit product-related information associated with the first product, the submitted product-related information is stored on the data server in association with an identifier of the first product, and

(c) when a second user accesses a second web page identified by the service as describing said first product, the second user is provided an option to view at least the product-related information submitted by the first user, said option to view provided independently of whether the second user has selected the first product."

In the Office Action mailed on April 19, 2006, the Examiner rejected Claim 45 on obviousness grounds over RUSure (as described in several cited articles) in view of U.S. Pat.

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6,405,175 to Ng. RUSure was a service that used a browser plug-in to monitor the browsing/shopping activities of users. When a user would select a particular product from a merchant's web site, the service would open a comparison window showing the prices charged by other online merchants for this product, as determined through real-time searches. The service apparently did not provide functionality for users to share product-related information with each other.

Nothing in Ng or the other art of record suggests modifying RUSure to enable users to share product-related information with each other, either generally or in the particular manner described in the above-quoted language of Claim 45. In connection with this issue, although Ng discloses a mechanism for users to share product-related information, this mechanism is very different from that of Claim 45, and is not the type of mechanism one would consider adding to RUSure. Specifically, in Ng's system, a user wishing to submit information about a particular product would have to visit Ng's web site; and a user wishing to view this submitted information would apparently have to search for the product on this same web site. Nothing in the art of record suggests adding such an information sharing mechanism to RUSure, and one skilled in the art would not have been motivated to do so. Further, even if Ng's information sharing mechanism were added, the resulting combination would not fall within the scope of Claim 45.

Because all of the remaining claims depend from Claim 45, they are patentably distinct from the art of record for the reasons explained above. Further, the limitations cited in these dependent claims provide additional distinctions over the art of record. For example, the art of record does not teach or suggest the following limitations added by Claim 55: "wherein the form requests, and includes a field for specifying, an identifier of a related product that is related to but different from the first product, such that users can post recommendations of related products to other users who access the web page." Applicants respectfully disagree with and challenge Examiner McAllister's assertion that this feature, and the features of Claims 56-58, 60, 61, and 63, are "old and well known."

In view of the foregoing remarks, Applicants request that the Examiner withdraw the obviousness rejection over the combination of RUSure and Ng.

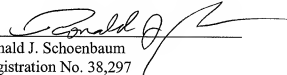
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If any issues remain, the Examiner is invited to call Applicants' representative at the number listed below.

Respectfully submitted,

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